

# Sales Performance Report

100.73M

Total Revenue

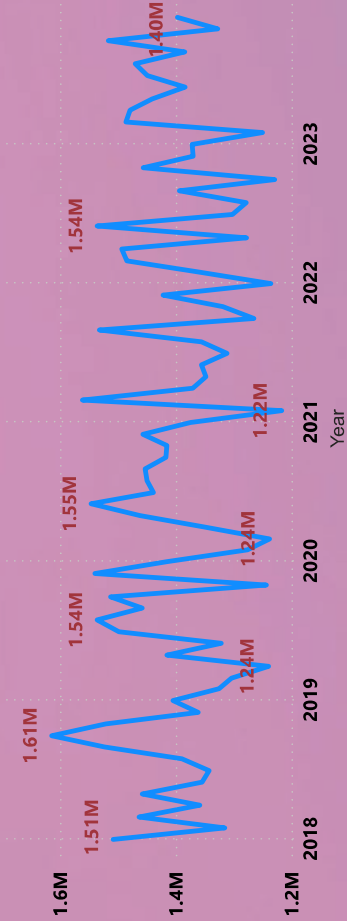
20.00K

Total Customers

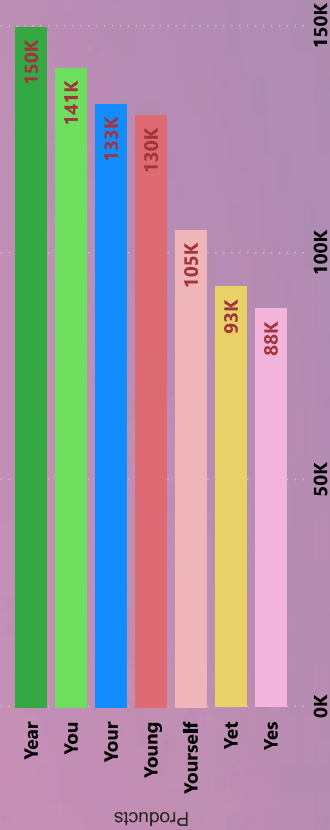
500

Total Products

Total Sales by Year & Month



Top Products by Order Amount



Year\_Date

All

Month\_Date

All

100

Total Campaigns

3

Total Service Types

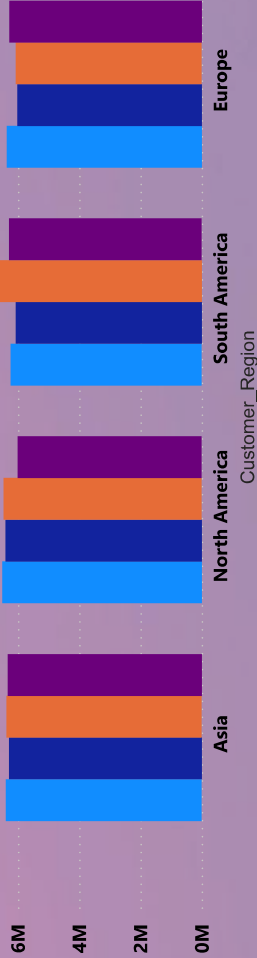
5.05M

Total Shipping Cost

Year_Date	Month_Date	Customer_Region	Warehouse_Location	Sum of Order_Amount
2018	April	Asia	Berlin	92,290.62
2018	April	Asia	Indianapolis	58,898.03
2018	April	Asia	Shenzhen	1,00,331.19
2018	April	Asia	Toronto	52,805.19
2018	April	Europe	Berlin	99,208.51
2018	April	Europe	Indianapolis	86,067.38
2018	April	Europe	Shenzhen	1,15,664.36

Total Sale by Region

Warehouse\_Location ● Berlin ● Indianapolis ● Shenzhen ● Toronto



# Customer Insights Report

100.73M

Total Sale

20.00K

Total Customers

500

Total Products

Customer_Region	Response_Rate (%)	Conversion_Rate (%)	Diff_Con_rate(%)
Asia	1,27,881.89	77,275.08	-50606.81
Europe	1,24,622.83	77,072.83	-47550.00
North America	1,27,970.22	79,489.16	-48481.06
South America	1,26,766.78	77,462.29	-49304.49
Total	5,07,241.72	3,11,299.36	-195942.36

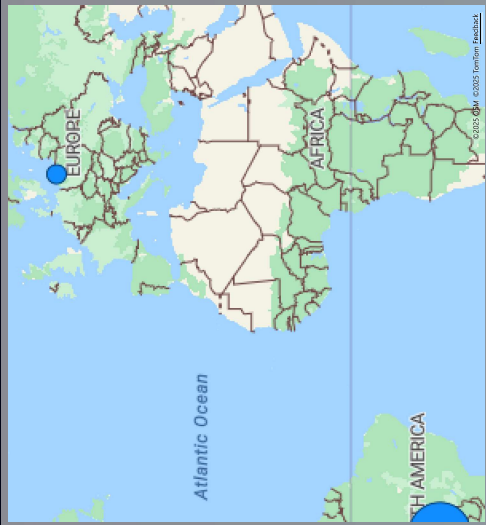
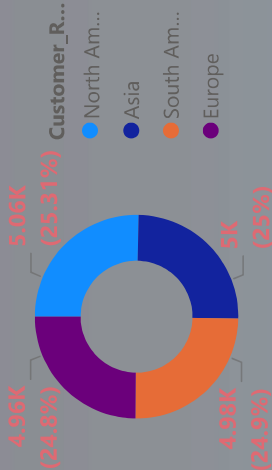
Year\_Date

All

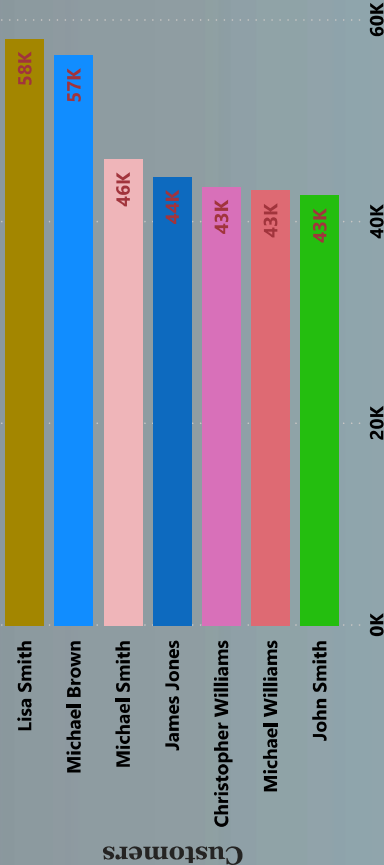
Month\_Date

All

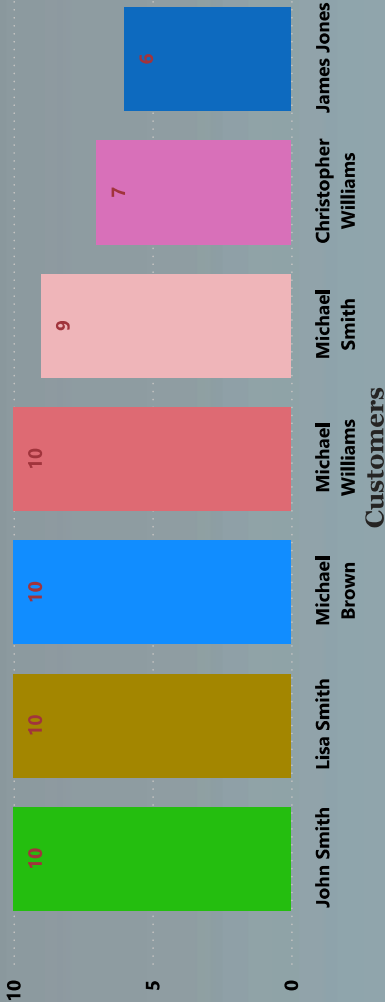
No. of Orders by Customer\_Region



Top Customers by Order Amount



Top Customers by Order Count



# Campaign Insight Report

100.73M

Total Sale

20.00K

Total Customers

100

Total Campaigns

Year\_Date

All

Month\_Date

All

507.24K

Response\_Rate (%)

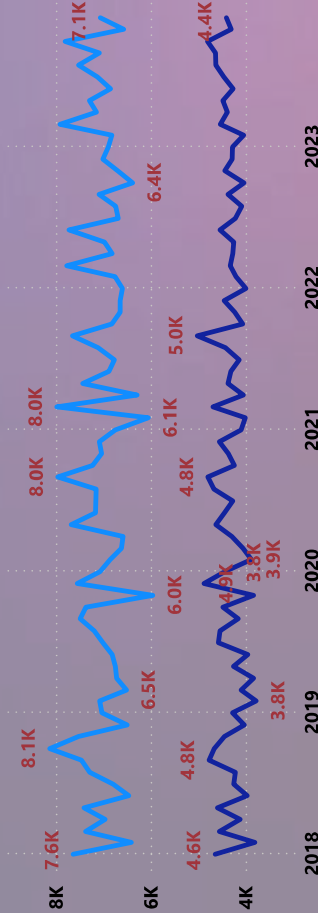
311.30K

Conversion\_Rate (%)

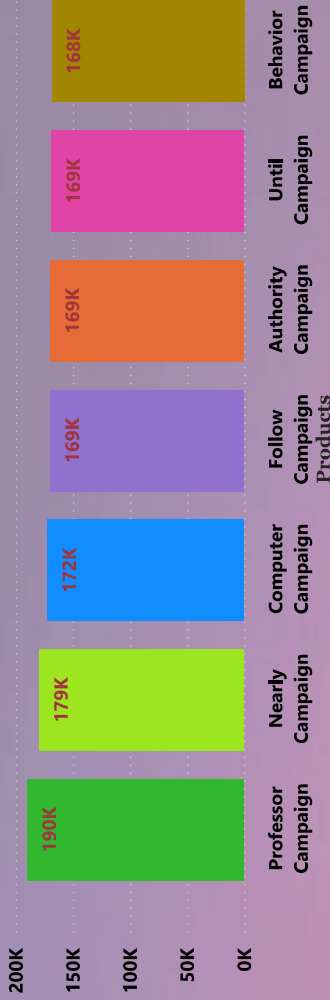
5.05M

Total Shipping Cost

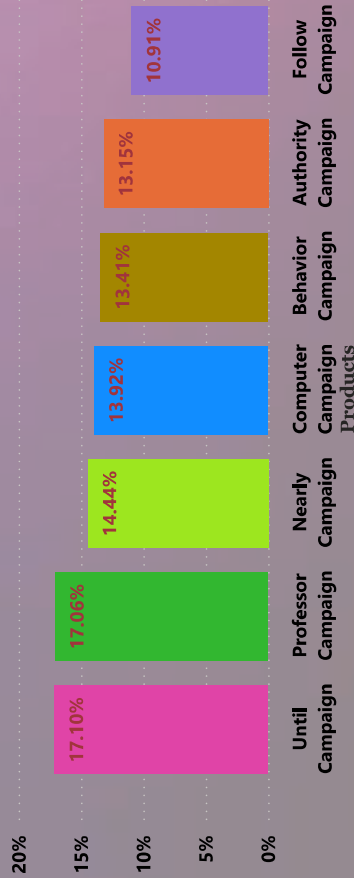
● Response\_Rate (%) ● Conversion\_Rate (%)



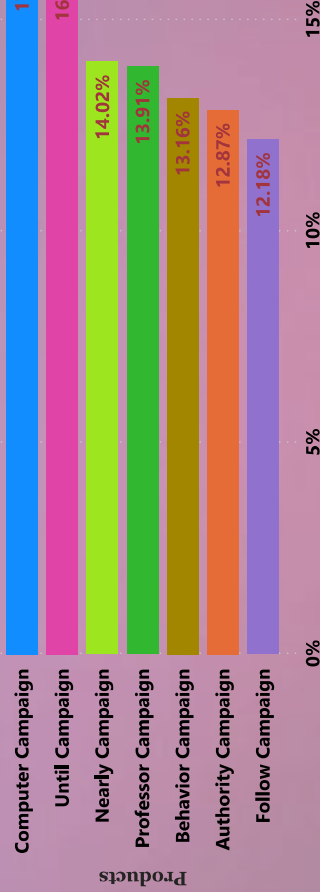
## Top Campaign by Order Amount



## Top Campaign by Response Rate(%)



## Top Campaign by Conversion Rate(%)



# Logistic Insights Report

100.73M

Total Sale

20.00K

Total Customers

500

Total Products

Year\_Date

All

Month\_Date

All

4

Total Warehouses

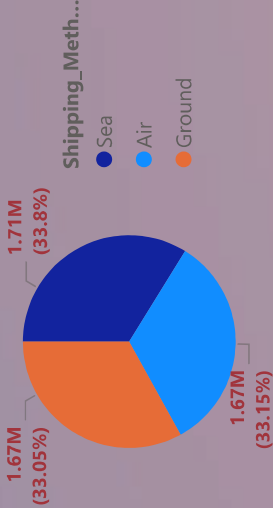
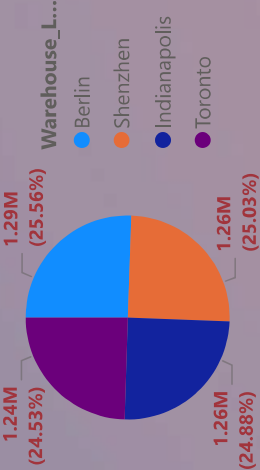
3

Total Shipping Method

5.05M

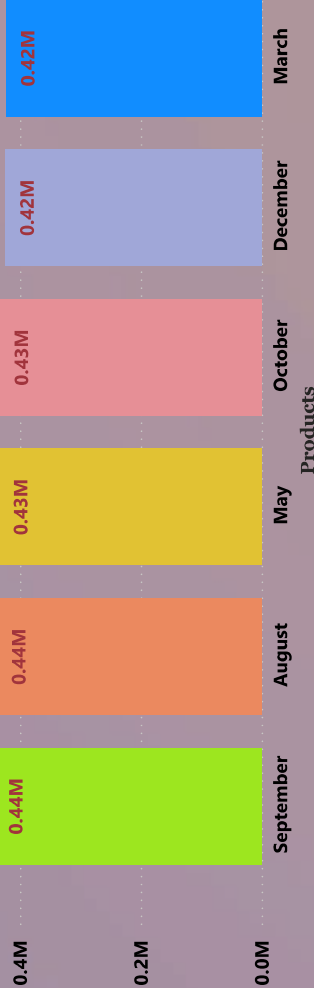
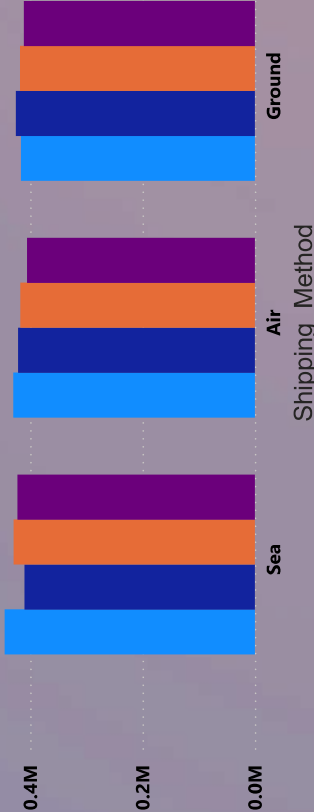
Total Shipping Cost

Customer_Region	Warehouse_Location	Shipping_Method	Sum of Shipping_Cost
Asia	Berlin	Air	1,05,909.29
Asia	Indianapolis	Air	1,08,087.55
Asia	Shenzhen	Air	1,06,443.37
Asia	Toronto	Air	1,03,945.23
Europe	Berlin	Air	1,10,173.31
Europe	Indianapolis	Air	93,059.80
Total			50,51,621.67



Top Months by Shipping Cost

Warehouse\_Location ● Berlin ● Indianapolis ● Shenzhen ● Toronto



# SUMMARY DASHBOARD

Year\_Date  
All

Month\_Date  
All

100.73M

Total Revenue

27.61M

Total Profit Margin

24.96%

Orders Completed

99.98K

Top Customers Rev...

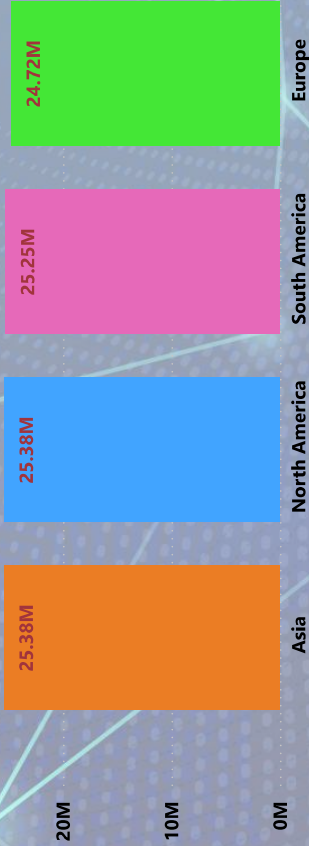
3

Total Service Types

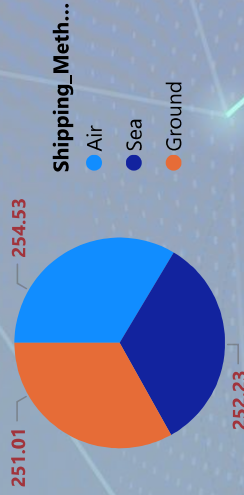
5.05M

Total Shipping Cost

Total Revenue by Customer\_Region



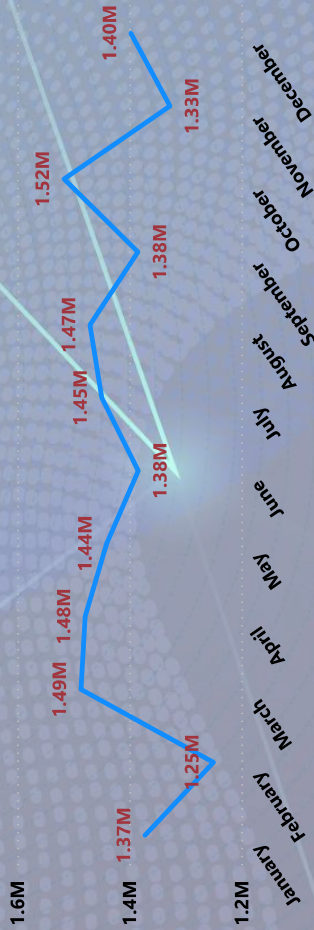
Avg Shipping Cost vs method



Avg Conversion Rate vs Avg Response Rate



Monthly Sales Trend



Customer_ID	Customer_Name	Total Revenue
CUST01342	Cory Giles	9,998.13
CUST01852	Brittany Carlson	9,999.96
CUST02110	Brenda Becker	9,999.66
CUST03978	Kevin Moreno	9,997.42
CUST04115	Rachel Fox	9,999.89
CUST15310	Jennifer Jackson	9,998.86
CUST15333	Michelle Escobar	9,994.57
CUST16648	Bruce Mcbride	9,996.30
CUST17752	Devin Harris	9,999.21

Diff\_in\_Conv\_rate(%)

